

AA TO BS IN STRATEGIC COMMUNICATION

Campus		East Arkansas Community College	Comparable A-State Course	Hours	
East Arkansas Community College	English Composition	ENG 1013 English Composition I	ENG 1003 Composition I	3	
		ENG 1023 English Composition II	ENG 1013 Composition II	3	
		SPE 1003 Intro to Oral Communications	COMS 1203 Oral Communication	3	
	Math	MATH 1113 College Algebra	MATH 1023 College Algebra	3	
	Life Science	BIO 1014 General Biology	BIOL 1003/1001 Biological Science/Lab	4	
		BIO 2114 Anatomy & Physiology	BIO 2203/2201 Anatomy and Physiology/Lab		
		BIO 2504 Microbiology	BIO 2103/2101 Microbiology For Nursing/Lab		
	Physical Science	PHS 1214 Physical Science	PHSC 1203/1201 Physical Science/Lab	4	
		PHY 2114 General Physics	PHYS 2054 General Physics I		
		CHE 1214 College Chemistry I	CHEM 1013/1011 General Chemistry I/Lab		
	US History/ Government	HIS 2033 US History to 1876	HIST 2763 The US to 1876	3	
		HIS 2043 US History since 1876	HIST 2773 The US since 1876		
		PSC 2003 American Government	POSC 2103 Intro to US Government	3	
	World History	HIST 1013 Western Civilization I	HIST 1013 World Civ to 1660	3	
		HIST 1023 Western Civilization II	HIST 1023 World Civ Since 1660		
	Soc. Science	SOC 1013 Introduction to Sociology	SOC 2213 Intro to Sociology	3	
		SOC 2043 Cultural Anthropology	ANTH 2233 Intro to Cultural Anthropology		
		PSY 1003 General Psychology	PSY 2013 Intro to Psychology		
	Literature	ENGL 2213 World Literature I	ENG 2003 World Lit to 1660	3	
		ENGL 2223 World Literature II	ENG 2013 World Lit since 1660	3	
	Fine Arts	MUS 1003 Music Appreciation	MUS 2503 Fine Arts Music	3	
		ART 1003 Art Appreciation	ART 2503 Fine Arts Visual		
		DRA 1003 Theatre Appreciation	THEA 2503 Fine Arts Theatre		
	Institutional Requirements	BUS 1603 Computer Fundamentals	CIT 1053 Microcomputer Applications	3	
	Directed Electives	Electives	Electives	19	
	A-State	Major Requirements		STCM 3133 Interactive Advertising	3
				STCM 4003 Account Planning & Management	3
			STCM 4333 Social Media Measurement	3	
			STCM 2143 Strategic Writing I	3	
			STCM 3043 Principles of Strategic Communication	3	
			STCM 3143 Strategic Writing II	3	
			STCM 3553 Strategic Visual Communication	3	
			STCM 4073 Strategic Communication Law and Ethics	3	
			STCM 4213 Social Media in Strategic Communication	3	
			STCM 4753 Strategic Communication Case Studies	3	
			STCM 4763 Strategic Communication Campaigns		
			STCM 4773 Internship	3	
			Electives in Media and/or Communication	9	
Electives*			Electives	18	

*Must include 6-15 Upper-Level hours

Last Updated: 7/30/19